

HWLFFORDD
HVERFORDWEST

B R A N D G U I D E L I N E S

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INTRODUCTION

This new visual identity has been created to help promote and unite Haverfordwest.

It is hoped that by using the identity you will signpost your pride in, and belonging to, Haverfordwest.

It was developed with a lot of help from the people, businesses and organisations of Haverfordwest and positions this great county town in its rightful place at the heart of Pembrokeshire.

HAVERFORDWEST ASSETS

In our research we were told that the “best” things about Haverfordwest are (in order):

- ▲ the river
- ▲ the central (Pembrokeshire) location
- ▲ the castle
- ▲ the friendly people
- ▲ the independent shops
- ▲ the history and heritage

We needed to find a way of weaving these together into an easy-to recognise identity that communicates

“The Heart of Pembrokeshire”.

THE LOGO BREAKDOWN

We started with an H,



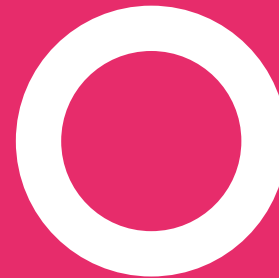
which could be a simple castle.



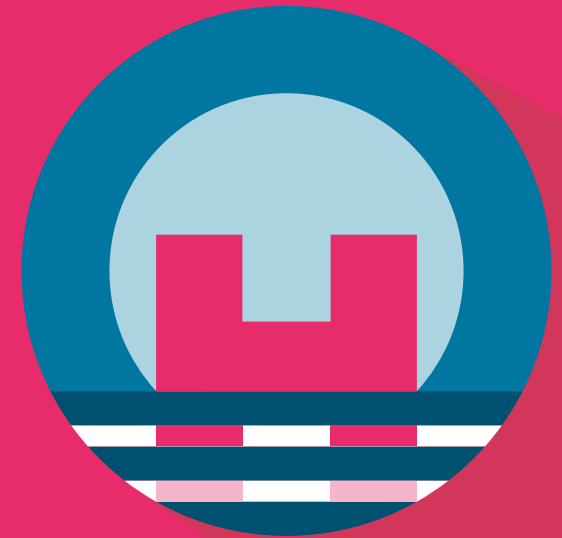
We added the river,



and put it all at the centre,

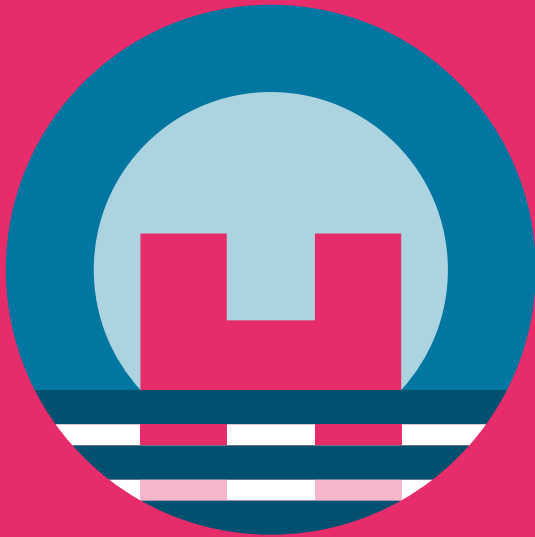


to make the Haverfordwest logo.



LOGO

FULL COLOUR



MONO POSITIVE



MONO NEGATIVE

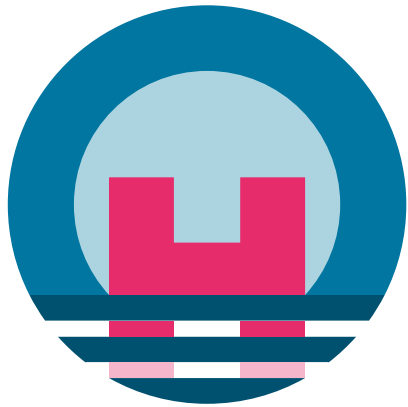


LOGO AND NAME



To reflect the importance of Haverfordwest's mercantile past, we use a strong, stencil typeface. ALWAYS use this version if the logo will be displayed larger than 40mm.

LOGO AND NAME PORTRAIT



HWLFFORDD
HVERFORDWEST



HWLFFORDD
HVERFORDWEST

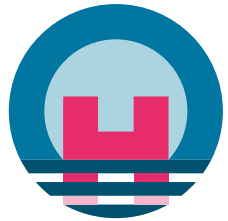


HWLFFORDD
HVERFORDWEST

ONLY use this portrait version when the logo will be displayed smaller than 40mm to ensure the text is legible.

Where it is larger than 40mm use the version on page 7.

LOGO AND NAME LANDSCAPE



HWLFFORDD
HVERFORDWEST



HWLFFORDD
HVERFORDWEST



HWLFFORDD
HVERFORDWEST

ONLY use this landscape version when the logo will be displayed smaller than 40mm and even the portrait version would be illegible.

Where it is larger than 40mm use the version on page 7.

MAIN LOGO



ALL SIZES

MAIN LOGO AND NAME



LARGE SIZE ONLY (40MM+)



HWLFFORDD
HAVERFORDWEST



HWLFFORDD
HAVERFORDWEST

PORTRAIT



HWLFFORDD
HAVERFORDWEST



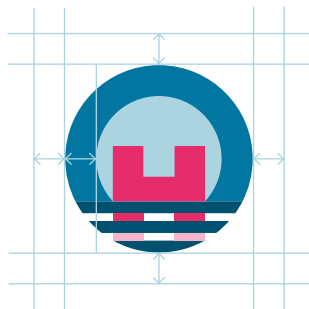
HWLFFORDD
HAVERFORDWEST



HWLFFORDD
HAVERFORDWEST

LANDSCAPE

RECOMMENDATIONS FOR USE AND LEGIBILITY



As a guide, use the width of the outer ring to provide space between any other graphical or typographical elements.





THE HAVERFORDWEST PALETTE



The colour palette references Haverfordwest's natural and built environment.

The main colours are inspired by the river, the tiles unearthed from the Friarage excavations, and iconic buildings around town.

HERO BRAND COLOURS

We use these as the dominant colour in our logo and layouts.

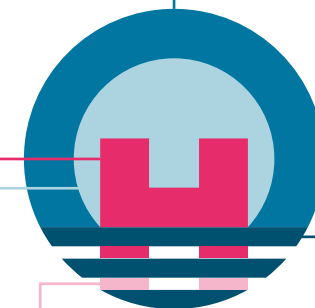
Picton Place Navy

Cleddau Teal

Courthouse Red

Tabernacle Blue

Victoria Place Pink

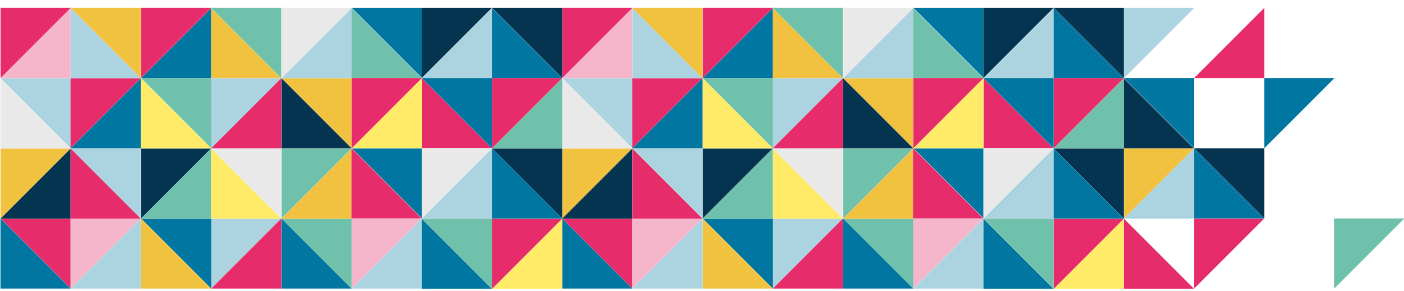


FULL PALETTE

#00516F	R - 0 / G - 81 / B - 111		C - 100 / M - 55.47 / Y - 35.55 / K - 23.83
#00516F	R - 0 / G - 118 / B - 160		C - 92.58 / M - 37.11 / Y - 21.88 / K - 6.64
#E72C6B	R - 231 / G - 44 / B - 107		C - 0 / M - 91.8 / Y - 30.86 / K - 0
#F1C240	R - 241 / G - 194 / B - 64		C - 6.54 / M - 24.3 / Y - 81.78 / K - 0.28
#6FC1AB	R - 111 / G - 193 / B - 171		C - 58.45 / M - 0 / Y - 40.75 / K - 0
#ACD3E0	R - 172 / G - 211 / B - 224		C - 37.11 / M - 5.47 / Y - 11.33 / K - 0
#FFEB67	R - 255 / G - 235 / B - 103		C - 0 / M - 4 / Y - 69 / K - 0.36
#FF5B5CA	R - 245 / G - 181 / B - 202		C - 0.39 / M - 39.45 / Y - 6.25 / K - 0
#E9E9E9	R - 233 / G - 233 / B - 233		C - 0 / M - 0 / Y - 0 / K - 12

There is a secondary palette of accent colours that complement the hero colours.

Here is the full palette with both the Hex/RGB (on-screen) and CMYK (print) colour references.



HAVERFORDWEST PATTERN



We were inspired by Haverfordwest's heritage to include a pattern that references Haverfordwest's heritage - from the tiles uncovered during the excavations to Georgian hallways.



Our simplified version is an easy way to make your designs more vibrant by using the Haverfordwest colours.

The stripes representing the river are also easily adaptable as part of our brand pattern.



TYPEFACE

This is used to ensure legibility in longer blocks of text.

This typeface is included in the 'COLOURS & FONT' folder in the Brand Toolkit.

LOUIS GEORGE CAFE - REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

! ? () & £ % : ; + -

LOUIS GEORGE CAFE - BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

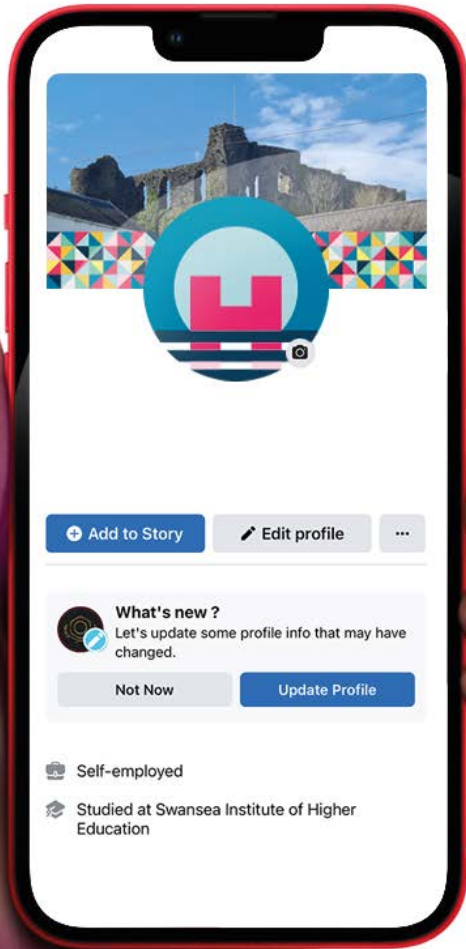
1 2 3 4 5 6 7 8 9 0

! ? () & £ % : ; + -

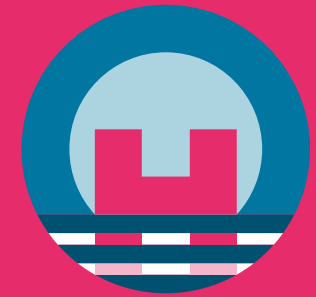
BRINGING IT TOGETHER

What follows are a number of examples to illustrate how you can use the brand to show that your organisation or business is proud to be part of

HVERFORDWEST



On social media, you can wear your Haverfordwest logo with pride. Use the .png logo download to add to your Facebook, Instagram or Twitter.



ADD A BIT OF HAVERFORDWEST TO YOUR PROJECTS

If your website or digital posts would benefit from signalling that you are in Haverfordwest, then use a subtle branded banner to make that connection.

Haverfordwest
Farmers Market

FOOD

Fiesta

Friday 1st March 2019 **9am - 3pm**

Come along and taste the delights of local produce in a 'street food style' market

PLENTY TO TICKLE YOUR TASTEBUDS

RIVERSIDE SHOPPING

www.pembrokeshirefarmersmarkets.co.uk



USING THE BRANDING OUTSIDE

The vibrant colours help the identity stand out in the street. Useful if you are trying to signal that people are on the right path, or that Christmas shopping is over here.

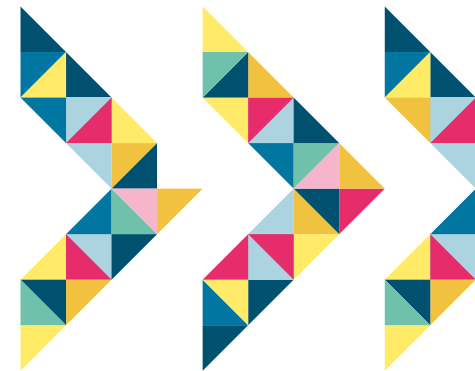




USING THE BRANDING INSIDE

For point of sale displays or pop-up banners, the colours and pattern catch the eye.

OTHER APPLICATIONS





Branded paper bags are an affordable and eye catching way to get the logo visible around the high street.





